



Excellence in **Paint**

We've got **retail** covered

Welcome

As one of the leading paint manufacturers in the UK, Johnstone's is committed to providing exceptional products to specifiers and facilities managers within the retail sector. As such, our product ranges meet the highest quality and environmental standards and are designed to provide a solution for any project requirement. Being part of PPG Industries (a \$14.9bn company founded in 1883), the Johnstone's brand has the benefits of reaching global technologies in sectors including aerospace, automotive, protective and marine coatings.

For further information please visit
www.johnstonestrade.com or email specifiers.acuk@ppg.com



01. Product





The right products for your projects

Johnstone's boasts a long and rich history as one of the UK's foremost professional trade brands and has enjoyed a presence in the market since 1890. It is this heritage which allows us to confidently offer specifiers working in the retail sector the most comprehensive product range on the market.

Johnstone's remains at the forefront of technology and new product development within the decorative paint market, with constant evaluation and monitoring ensuring that the broad range

of products and services continues to be the benchmark for the UK paint industry.

The durability of our most robust products can help to significantly extend maintenance cycles, while the quick drying times and low odour of many of our products can help keep projects firmly on their critical path and ensure that projects are completed within required timeframes.

Correct product selection for every project is crucial and that's why our Specification Development Managers and technical experts from PPG Extra are on hand to provide you with a detailed Johnstone's specification for your project.



Going green with ecological solutions

ecological
Solutions from PPG*

Johnstone's has long been committed to protecting the environment and nowhere has this been more ably demonstrated than with the Ecological Solutions range.

The range is home to 14 Johnstone's products, such as Covaplus Vinyl Matt and Endura Super Durable Matt, that have had their environmental credentials independently tested and verified and now boast the coveted EU Ecolabel Accreditation.

All products maintain the same high quality and performance specifiers have come to expect over the years and at no additional cost, so you can rest assured you are helping the environment, and with principled pricing.

The environmental criterion behind the EU Ecolabel accreditation is tough and only the products which are kindest to the environment are entitled to carry the EU Ecolabel. These stringent rules are agreed at European level and follow wide consultation with experts and certification is approved by the Department for Environment Food and Rural Affairs in the UK. The label itself is only awarded after verification that the product meets the rigorous environmental and performance standards.



Retail Banking

A key consideration when specifying paints for retail banks is the durability they provide.

We are proud to offer the unrivalled Endura Super Durable Matt product, which has revolutionised the way specifiers and architects think about durability. Achieving Class 1 ISO 1198 & Class C BS7719 at over 10,000 scrubs, the product offers ultimate durability and performance for high traffic areas and will significantly extend maintenance cycles.

Like many buildings in the retail sector, minimum disruption is required when refurbishments are taking place so the quick drying times offered by our Aqua range offer the perfect solution.

In addition, building managers have a duty of care to ensure the safety of customers and should consider products from Johnstone's new Flame Defence System, which have been specifically formulated to inhibit and slow the surface spread of flame.



Supermarkets

The gateway to a supermarket is the chance to make that all-important first impression on customers so it's crucial to specify a paint that will stand the test of time.

These areas are subject to high levels of traffic so it is critical that the products are hardwearing, washable and easy to maintain. Johnstone's has a range of products, including Endura Super Durable Matt, Acrylic Durable Matt and Acrylic Eggshell, which offer the perfect solution for keeping these areas protected for longer.

Hygiene is of paramount importance in cafes, kitchens and bakeries so the use of anti-bacterial coatings, such as Microbarr Anti-Bacterial Acrylic Matt or Eggshell, is a proven solution (tested to JIS Z 2801) towards creating a hygienic environment, protecting against over 150 strains of bacteria.

These areas also need to withstand rigorous cleaning so it is important to specify products that are robust and do not easily fade away.



High street stores

Consumers are increasingly more discerning when it comes to selecting where they shop so it is crucial that the paint chosen complements the required atmosphere yet equipped with a coating that will protect it against high traffic and regular layout changes.

Durable products are a must in this environment due to the everyday rigours that the substrates and surfaces are likely to face so products such as Johnstone's Endura Super Durable Matt, Acrylic Durable Matt and Acrylic Eggshell, offer the ideal solution.

Due to the frequent refurbishments high street stores undergo in order to remain in line with current and forthcoming trends, it's more important than ever to specify products that assist with quick turnaround times. As such, products from Johnstone's Aqua range are the obvious choice for woodwork thanks to their low odour and quick drying properties.



Shopping centres/ retail parks

- Interior

[Click on right arrow for information on exteriors](#)

It is vital that the interior space at a shopping centre or retail park helps create an environment where people feel happy and relaxed.

This can be achieved by the correct colour selection, but it is important not to overlook the role that the right product can play. For example, the outstanding opacity and colour retention offered by Johnstone's Covaplus means it can help keep spaces looking cleaner and fresher for longer, while a flat matt finish can help create a modern appearance that enhances the consumer experience.





Shopping centres/ retail parks

- Exterior

STORMSHIELD

First impressions count for everything so ensure your building, boundaries and outside spaces are kept looking smart for the long run by using high performance exterior products.



Exterior surfaces are subject to the harsh effects of the weather so products should be durable and easy to maintain. Products from the Stormshield range, such as Flexible Gloss, Smooth Masonry and the innovative Self Cleaning Masonry paint, are guaranteed to keep the outside of a retail park protected for longer. Featuring nano-metric technology, Self Cleaning Masonry turns the normal pitted surface of the paint layer into an extremely smooth finish that dust and dirt simply can't stick to, and has a 15 year life expectancy to first major maintenance.

Johnstone's also offers a wide variety of more specific products, such as a broad range of woodcare products or Road Marking Paint to mark out parking facilities.

02. Colour



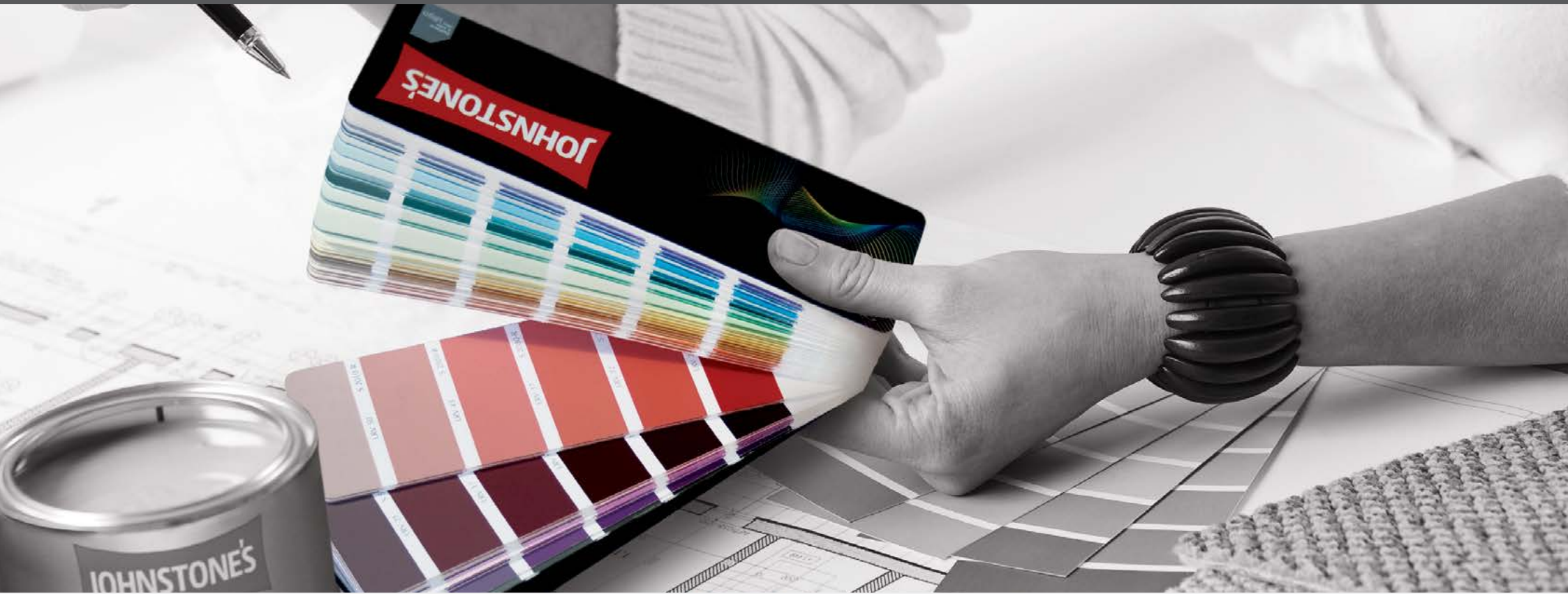


Cutting to the core of colour

The impact of colour on the way we act and feel cannot be underestimated and we understand the huge influence it holds over retail environments, where colour selection can have a significant effect on the buying habits of consumers.

Our experience of working across a myriad of projects in the retail sector means we know the colour schemes and combinations that work best, whilst taking into consideration the Equalities Act. Whether you require bespoke colour schemes, painted colour samples or general colour advice, Johnstone's can provide the ideas and answers you need.

Choosing from thousands of colours may prove daunting, so we have experienced colour consultants available to assist you throughout the colour selection process.



First-class colour consultation

Considering the role colour will play is an essential part of any project. Is it a new build or do you need an overhaul of an existing colour scheme? Is a warm or cool scheme required? How will furnishings fit in? How will consumers and staff react to the colour scheme?

With all of this and much more in mind, our team can recommend colours and propose a bespoke colour scheme to meet your requirements. We constantly monitor current and forthcoming colour trends so are in a position to recommend schemes that will ensure your project is ahead of the curve.

Colours and schemes can be presented to you in a number of different formats, from a simple laminated sheet showing recommended colours to a detailed colour scheme document suggesting premium quality Johnstone's products in addition to colours for each area of the project. In addition, our colour advisory consultants are fully experienced within the retail sector and will work with you to provide the visual solution that fit your projects. In some cases and dependent on project size, we can work with you to provide colour boards that show how suggested colours will work with other surfaces and create a reflection of the environment they will be used in.



Understanding the psychology of colour

Choosing colours for any building is a process which requires both knowledge and inspiration. The range of colours and services available from Johnstone's are designed to inspire and support you in the creation of the perfect colour scheme.

Colour can be an invaluable tool in large establishments; corporate colours can immediately give visitors a feeling of familiarity, while using colour to identify areas, such as car parks and eating areas, helps people to find their way around.

By careful selection, designers can use colour to subtly influence moods. For example, warmer colours can be used in canteens and restaurants to stimulate appetites, while cooler colours, such as blues and greens, can help bring a lighter feel to rest rooms.

Our Colour Consultants are able to use a number of methods to ensure your project is left with a balanced scheme centred on a chosen colour. This can be achieved by combining tonal, contrasting or harmonious colours and you can be certain that our team will stop at nothing to determine what balance will work best for your project.



Making the most of colour systems

Our aim is to provide you with colour choice. When choosing a colour scheme for your project, we can offer thousands of inspirational colours.

We are proud to offer a state-of-the-art tinting system, which means our products are available in over 16,000 colours, while our unique colour matching service means we are able to match to any sample of paint, fabric, wallpaper and even tiles, to ensure we can always provide the most suitable colour scheme for your project.

In addition to this, we also offer thousands of colours through NCS and RAL. Using these simple and convenient reference systems make it easy to specify, match to other trade materials and communicate colour with everyone on the project team. We can also match to a specific pantone colour to be compatible with corporate colours too.



Colour systems to assist with wayfinding

Floors are predominantly used for wayfinding in the retail sector, but it is vital to ensure that correct colour schemes are used on walls to help provide contrast for the benefit of partially sighted people.

Our Colour Consultants are fully conversant with The Building Regulations Approved Document Part M which issues guidance for public service providers who must consider access and usage of a building by people with disabilities as highlighted in the Equalities Act.

If you're involved in creating an environment for partially sighted people, our consultants, with details of your requirements, are able to offer the right options. We will think about partially sighted people navigating unfamiliar areas and how they stop and take visual clues from the space around them.

In addition, our Colour Consultants can suggest different colour schemes for each floor or department to help differentiate areas of the building. This can assist people with their wayfinding through the building and help give each area a unique sense of identity.

03. Services and our commitment



Offering assurance

Providing high quality and effective services for our customers is at the very core of our business. Our Specification Development Managers and technical specialists work together to ensure that you are supplied with an honest and comprehensive specification for your project.



This nationwide network of experts boasts a collective body of knowledge that extends to hundreds of years and they are determined to provide construction professionals with all the information and support they need in the ever-evolving decorating industry.

Johnstone's extensive package of technical services sits under the banner of PPG Extra - offering comprehensive advisory and consultancy services that have been developed to guide the full spectrum of specifiers and facilities managers through key issues that affect decorative decisions such as legislation, building regulations, environmental concerns and social responsibility.



Providing a bespoke solution

NBSPlus

We are fully aware that every project and client has different requirements, which is why we go the extra mile to provide bespoke solutions tailored specifically to your needs.

Whether it is site surveys, working from plans, substrate identification or information on previous coatings, our Specification Development Managers and PPG Extra specialists will provide you with technical guidance to ensure you benefit from sustainable and the most appropriate paint solutions for your project.

After undertaking a comprehensive site assessment to determine the condition, location of existing substrates and areas in need of repair, we will, based on your requirements produce either an NBS M60 or a tailored Johnstone's document. Our tailored specification includes information on products, preparation requirements and application details, life expectancy and the required maintenance schedules for the selected systems in order to help you plan for the future.



Sharing our knowledge



While we are incredibly proud of our technical expertise, we are certainly not precious about it, which is why we go to great lengths to share our knowledge with professionals across the UK.

The most popular and effective way of bringing specifiers and facilities managers up to speed with the practicalities of paint products, while also outlining innovative and legislative developments across the industry, is RIBA approved CPD seminars and PPG training modules.

We are members of the RIBA CPD Providers Network and provide a wide range of seminars that consider issues contained within the core curriculum such as the importance and psychology of colour, decorative fire protection for internal linings, how to extend maintenance cycles, and learning modules such as the decoration of floor surfaces, as well as many more.

If you would like to request a CPD seminar then please contact us at specifiers.acuk@ppg.com and one of our Specification Development Managers will gladly be in touch.



Supporting you every step of the way

Our dedication to providing first-class support to our customers is unwavering, which is why alongside our Specification Development Managers and technical specialists are experienced customer care experts. Whether you need a simple question answering, a project visit or have a problem with applying a product, we will guide you through the process with ease, bringing reassurance to you and your clients alike.

Balancing industry knowledge with customer support, we can provide advice on everything from the first coat to the finishing touches and

beyond - offering the total experience. You can rest assured that Johnstone's is here for you every step of the way.

By involving Johnstone's from day one you can enjoy the peace of mind that you are approaching your project in the best possible way and with first-class support delivering supply efficiencies you can rely on. Our support services include:

- Direct access to customer help line 01924 354100/ppgextra@ppg.com, with rapid response to on-site issues and expert advice.
- Pre and post project planning meetings to ensure project success.
- Application and demonstration of products to customers or clients onsite or at a suitable PPG location.
- Shared responsibility – overall project analysis.



Extending our commitment

While we pride ourselves on the unrivalled support and technical expertise we provide before and during the construction or refurbishment process, we are just as committed to ensuring you are supported throughout the lifecycle of a building.

We consider ourselves to be an integral part of the supply chain and strive to give you the peace of mind that we are on hand to assist with any query long after the initial construction or refurbishment process is over.

In fact, for as long as our products are protecting the substrates of your building, we will be on hand to provide the first-class support that has made us the leaders in our industry. A fundamental part of this support is our commitment to helping you develop specifications in the future to add value to the building and protect it for even longer.

04. Sustainability





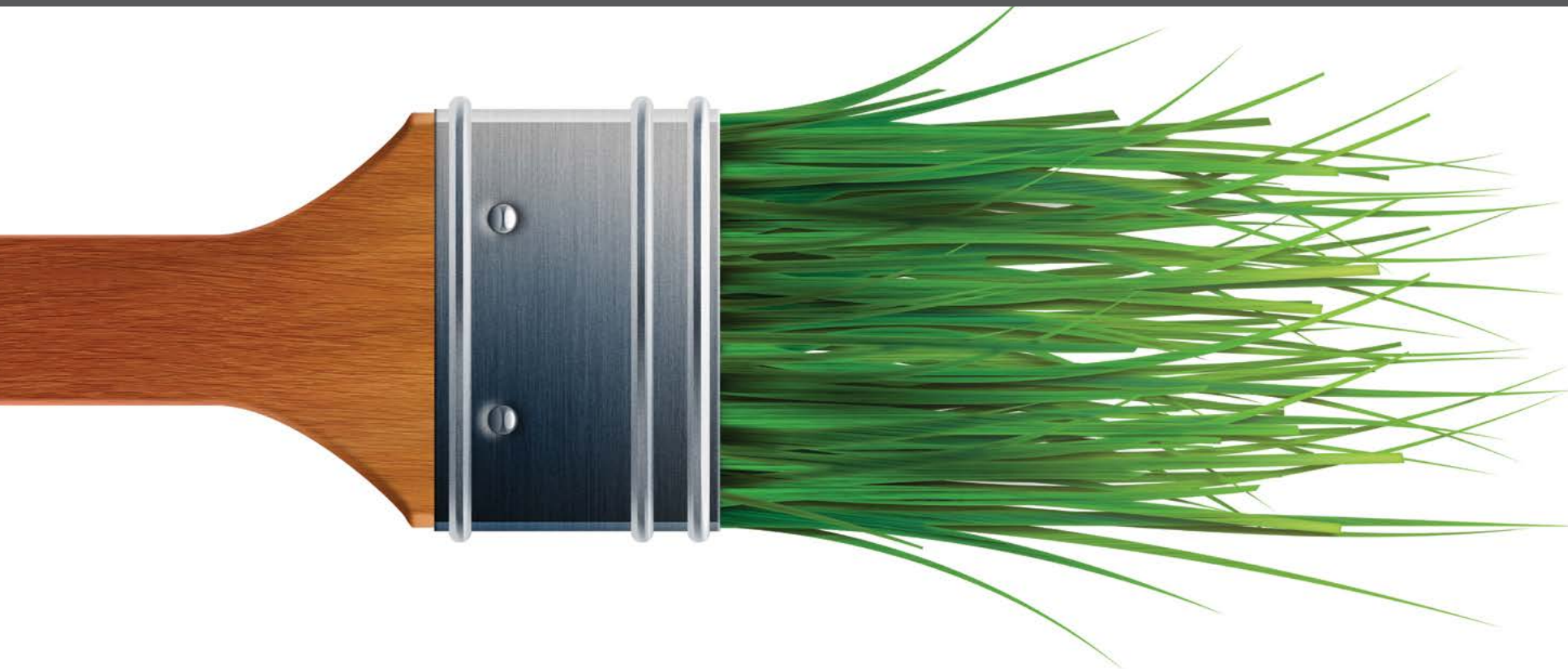
We live sustainability

At Johnstone's we are committed to working towards a greener future and actively ensure that sustainability is core to our business activity. We invest a considerable amount of time and effort ensuring our business minimises its impact on the environment and we take this responsibility very seriously.

As part of PPG Architectural Coatings, one of the largest suppliers of decorative coatings and sundry products in the world, we are proud to strive for successful, enduring relationships with our customers, consumers, employees, shareholders and suppliers – built on reliability, honesty and trust.

The absolute principle behind all our activities is the safety of our operations, the health and wellbeing of employees and product users, and our wider responsibility to the world we share.





Product



Ensuring our products are environmentally responsible is key to the success of our business and it gives us great pride that we're the only major paint manufacturer in the UK to carry the EU Ecolabel accreditation.

Two years ago we introduced our Ecological Solutions range, which now boasts 14 Johnstone's products that have had their environmental credentials independently tested and verified. These products haven't had to undergo any reformulations in

order to meet the EU Ecolabel criteria – they've always been environmentally friendly.

We are also proud to carry a wide range of water-based products in our comprehensive range, which meet the VOC (Volatile Organic Compounds) 2010 legislation. These water-based products are the perfect fit for refurbishment programmes at retail facilities, as their quicker drying times, low odour qualities and fantastic application characteristics significantly reduces disruption to shoppers.

Our Guide to Going Green

Reducing Your Energy Usage

Few health issues are as imbued with controversy as whether or not to have increased

quarter.

Brown & Connell's take, which

Environment

As an environmentally responsible business we are constantly looking for ways we can reduce our impact on the environment and we've enjoyed some real success in recent years.

In 2012, we undertook a significant project which has dramatically improved the operating efficiency of our 44 heavy goods vehicle fleet. Our vehicles have now travelled 36,000 less miles, fleet utilisation has increased by 5%, we have used 14,000 less litres of fuel and reduced the CO₂ generated by 37.52 tonnes.

We have also witnessed an 82% reduction in waste of our colourant packaging after switching the packaging from tins to pouches, while our main decorative coatings manufacturing site in West Yorkshire now has a zero waste to landfill policy, which means that all of our waste is reused, recycled or used for energy.



People

Being a part of PPG, Johnstone's is a people-driven business and we take our responsibility to the local communities in the areas we operate incredibly seriously.

Community initiatives form an integral part of our business and we regularly provide paint donations to charities, community centres, hospitals and schools in order to bring a splash of colour into people's lives. We made a generous paint donation to Watford General Hospital, where a local artist transformed a previously gloomy area of the children's ward into a vibrant and eye-catching work of art.

We are also committed to nurturing the next generation of talented decorators in the UK through our prestigious Young Painter of the Year competition, which aims to showcase fresh new talent, reward best practice and encourage young people to enter the industry.

In addition, we donate £10,000 every year to charities which are shortlisted by employees of the company and run a charity contributions scheme that recognises people's efforts.



Talking sustainability

Our commitment to the environment runs throughout every aspect of our business and we pride ourselves on involving staff at every level in our ongoing sustainability drive.

Central to our internal sustainability communications is the quarterly Stepchange bulletin. This information document is designed to keep all of our staff up-to-speed with the latest sustainability news from the business and invites them to play an integral role in our progress towards a greener future.

As a business, we are proud to talk about our environmental credentials which is why we would be delighted to send you a copy of the bulletin every quarter. All you have to do to receive a copy is email specifiers.acuk@ppg.com or speak to your local Specification Development Manager.





Find out more at:
www.johnstonestrade.com

Call us on:
01924 354100

Email us at:
specifiers.acuk@ppg.com



PPG Industries

Bringing innovation to the surface.™